

MADHURYA M MENON

UX/UI DESIGNER

EMAIL : madhurya1994@gmail.com | MOBILE : +971 50 9242968 | PORTFOLIO : madhuryammenon.com

PROFESSIONAL SUMMARY

Creative and detail-oriented UX/UI Designer with 6+ years of experience delivering end-to-end digital solutions across web and mobile platforms. Skilled at transforming complex requirements into elegant, user-friendly interfaces through user research, wireframes, and interactive prototypes. Collaborates effectively with cross-functional teams to align design with business goals. Proficient in Figma, Adobe XD, and responsive design best practices.

KEY SKILLS

- **Design Tools** : Figma, Adobe XD, Adobe Illustrator, Balsamiq, Sketch, Adobe Photoshop
- **UI/UX Skills**: User Research, User persona, Wireframing, UX Prototyping, UX writing, Usability Testing, Design Thinking, Card Sorting, Design flow, Web design, Mobile Design
- **Web Development** : HTML, CSS
- **Soft Skills** : Critical Thinking, Strong communication skills, Adaptability and Flexibility, Creativity, Team Player

PROFESSIONAL EXPERIENCE

UX/UI Designer (E-Commerce) Azadea Group , UAE

DEC 2020 - PRESENT

Azadea.com - An online e-commerce site by Azadea Group offering international fashion, beauty, and home furnishing brands.

- Streamlined the home page layout to surface key brand stories, offers, and collections — enhancing content visibility and driving higher user engagement and brand awareness.
- Redesigned the product search and product detail pages, focusing on improved content hierarchy, filtering, and visual clarity. Informed by user research and usability testing, the updated design delivered a more seamless, efficient, and engaging shopping experience.
- Enhanced user clarity on the cart and checkout pages by aligning with e-commerce design best practices — improving visibility of key actions and basket details to reduce friction and guide users more confidently through the purchase journey.
- Developed comprehensive design guidelines for the revamped experience — defining layout systems, typography, spacing, and reusable components to ensure consistency and scalability across teams.
- Collaborated closely with the development team to align on design intent, clarify interactions, and ensure accurate execution across devices — bridging the gap between design and implementation.

Azadean App - Provides access to HR tools like attendance tracking, leave requests, pay slips, schedules, and company updates, enabling a seamless and connected work experience for Azadea group employees.

- Collaborated with the HR team to redesign the end-to-end UX and UI of Leave and Attendance workflows within the Azadea app, enhancing task efficiency and user clarity for employees across multiple regions.
- Solved a key usability issue by designing a streamlined and intuitive dual-login screen, clearly differentiating between employee and guest access reducing login errors and improving the onboarding experience.
- Worked on a data-driven dashboard interface to display sales performance and profit/loss insights across Azadea's retail stores — enabling users to filter, sort, and compare data by store, month, quarter, and year, with a focus on usability and accessibility.

Paul app - A digital platform that offers seamless ordering, loyalty rewards, and personalized experiences for customers of the Paul bakery and café chain.

- Collaborated with the Paul design team and stakeholders to oversee and monitor the UX and UI enhancement process.
- Resolved a critical app homepage issue related to loyalty points by designing a simple, efficient layout that clearly communicated points earned, remaining balance, and other essential information.
- Provided UI insights to strengthen and enhance brand identity during the app improvement initiatives.

Brand Website Templates - Website developments for Azadea Group's brands across countries.

- Developed comprehensive design wireframes and templates for various Azadea Group brand websites, tailoring layouts to meet specific requirements of different countries.
- Collaborated closely with developers to ensure design feasibility and smooth adaptation across regional sites, facilitating consistent user experience and efficient implementation.

PROFESSIONAL EXPERIENCE

UX/UI Designer - Freelance

JAN 2020 - NOV 2020

- Communicated with clients to gather and analyze detailed user requirements, ensuring alignment with business goals.
- Developed comprehensive design strategies and conceptualized innovative features to enhance user experience.
- Created high-fidelity prototypes to effectively visualize product look, feel, and functionality for stakeholder review.
- Designed and refined interactive elements, including navigation systems, icons, and typography, to ensure intuitive usability.
- Iteratively updated and optimized designs based on project objectives and client feedback to achieve desired outcomes.

UX Analyst Kutung Design Labs , Chennai

JAN 2019 - NOV 2019

Projects:

MIS- Portfolio Management , Villgro JUN - AUG 2019

UX revamp project for the incubator company, Villgro, focused on the onboarding and management of new incubation applicants. As part of the UX revamp project my primary responsibilities included:

- Gathering and analyzing user requirements.
- Identifying UX problems and devise apt solutions.
- Preparing and presenting ideas through rough drafts.
- Developing high-fidelity wireframes and prototypes that align with the client's needs.

TMC- Territory management console , KBZ Bank JUL - AUG 2019

An online console for the management and overview of agent banking activities of a territory, for the KBZ pay mobile wallet by KBZ bank, Burma. My role focused on:

- Analyzing software requirements to ensure alignment with business and user needs.
- Gaining a deep understanding of the app's functionality to inform design decisions.
- Identifying UX challenges and creating effective, user-focused solutions.
- Conceptualizing and designing wireframes that enhance usability and efficiency.
- Presenting designs and gathering client feedback to refine and optimize the user experience.

Nytrix SEP - NOV 2019

An artificial intelligence based software developed for proper annotation of bank forms, documents and other reports. My role involved:

- Understanding software requirements to align with business goal.
- Deep diving into software functionality for informed design.
- Hosting brainstorming sessions to enhance feature concepts.
- Creating wireframes to boost usability and streamline processes.
- Gathering client feedback to refine and align designs with project needs.

EDUCATION

- **Diploma-UX/UI Design** , Web D School, Tamil Nadu, India
- **Master Of Computer Application** , SCMS, Kerala, India
- **Bachelor Of Computer Applications** , Amrita School Of Arts And Sciences, Kerala, India

CERTIFICATIONS

- **UI Design Patterns For Successful Software** , Interaction Design Foundation
- **Graphic Design Masterclass** , Udemy
- **Google Analytics For Beginners** , Google Academy